



GJELDER FOR STUDIEÅRET 2009/2010

GRA 2411 Strategic Management

Studium

Core Course, Master i ledelse og organisasjonspsykologi, Master i strategisk markedsføringsledelse

Kursansvarlig

Institutt

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

The course description is available in English only, please see the English course description

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Grant, Robert M. 2008. Cases to accompany Contemporary strategy analysis. 6th ed. Malden, Mass. : Blackwell

Grant, Robert M. 2010. Contemporary strategy analysis. 7th ed. Malden, Mass. : Blackwell

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Anbefalt litteratur

Bøker:

Barney, Jay B. 2007. Gaining and sustaining competitive advantage. 3rd ed. Upper Saddle River, N.J.: Pearson Prentice Hall

Johnson, Gerry, Kevan Scholes and Richard Whittington. 2008. Exploring corporate strategy : text and cases. 8th ed. Harlow : FT Prentice Hall

Mintzberg, Henry ... [et al.]. 2003. The strategy process : concepts, contexts, cases. 4th ed. Upper Saddle River, N.J. : Prentice Hall

Porter, Michael E. 1998. Competitive strategy : techniques for analyzing industries and competitors: with a new introduction. New York : Free Press

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon